

Directive 165.2
3/6/85

SLIDE SETS, FILMSTRIPS, AND VIDEO CASSETTES

I This Directive:

PURPOSE Assigns responsibilities for the development, production, and distribution of slide sets, filmstrips, and video cassettes to be used as a means of informing the public about programs of the Agricultural Marketing Service (AMS).

II.
REPLACEMENT This Directive replaces AMS Instruction 165-2, Slide Sets and Filmstrips, dated 6-4-75.

HIGHLIGHTS
RESPONSIBILITIES A. The Director, Information (INF) Staff, shall:

1. Assist other AMS Divisions and Staffs in the selection and arrangement of subject matter for slides, films, and video cassettes; in the preparation of art work, scripts, and narrative guides; and in the production of slides, films, and video cassettes.

2. Approve proposed slide sets, filmstrips, video cassettes, scripts, and narrative guides to be used in making presentations to the public or to be made available for public distribution.

3. Obtain any clearances needed from the Office of Governmental and Public Affairs (OGPA), or other USDA agencies for the production of AMS slide sets, filmstrips, and video cassettes. Items that cost more than \$1,500 and have an expected life of more than a year must be approved by the National Audiovisual Center. This clearance is obtained by the INF Staff through OGPA.

4. Coordinate the preparation of AMS slide sets, filmstrips, and video cassettes with OGPA and with AMS Divisions and Staffs concerned.

B. Divisions and Staff Directors shall:

1. Advise the Director, INF Staff, of requests from the public for slide sets, filmstrips, and video cassettes.

2. Obtain clearance from the Director, INF Staff, for the development and production of proposed slide sets, filmstrips, video

cassettes, scripts, and narrative guides to be used in making presentations to the public or to be made available for public distribution. Clearance is not needed for materials to be used as employee training aids or to illustrate technical presentations before professional groups.

3. Submit the appropriate form to the Director, INF Staff, to authorize payment for work to be done, as follows:

- a. Preparation of Slide Sets, Filmstrips, Video Cassettes, and Narrative Guides- Submit Form AD-271, 'Request for Photographic Services, in original and 4 copies.
- b. Art Work, Charts, Etc. - Submit Form AD-652 Request for Visual Services, in original and 4 copies.

IV.
MATERIALS
AVAILABLE
TO THE PUBLIC

A. Slide sets, filmstrips, and video cassettes may be purchased directly from the Photography Division, Office of Information, OGPA.

B. Narrative guides are provided free of charge with each slide set, filmstrip, or video cassette purchased.

V.
EQUIPMENT

The Executive Services Staff shall maintain overall Agency responsibility for the equipment used in relation to slide sets, filmstrips, and video cassettes. Equipment in each Division shall remain under the responsibility of that Division.

John T. Reeves
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Distribution: G07

Originating Office: Public Affairs Staff

